

MAR 23 1942

| SUN. | MON. | TUES. | WED. | THURS. | FRI. | SAT. |
|------|------|-------|------|--------|------|------|
|      |      |       | 1    | 2      | 3    | 4    |
| 5    |      |       |      |        | 10   | 11   |
| 12   | 13   | 14    | 15   | 16     | 17   | 18   |
| 19   | 20   | 21    | 22   | 23     | 24   | 25   |
| 26   | 27   | 28    | 29   | 30     | 31   |      |

**FASHION CALENDAR**

**FRANCES HUGHES, Editor**

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693



## FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

LAST-MINUTE ANNOUNCEMENTS FOR WEEK ENDING SATURDAY, MARCH 21, 1942  
(See Calendar of March 16th, for week-end dates previously announced.)

| <u>DATE</u>                        | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>  | <u>WHERE</u>                                 |
|------------------------------------|---|------------------|--|
| Saturday<br>March 21<br>10:30 A.M. | "TRICKS FOR TEENS" MEETING<br>The Parents' Magazine-sponsored "Tricks for Teens" Club which meets once in two weeks at Saks 34th St., will be addressed by Miss Lucille Egelhoff of Dorothy Gray, who will talk on "Facing the Teens", emphasizing youthful make-up. Glensder Textile Company will send their fashion representative, Miss Ann R. Silver, with a collection of new scarfs, to deliver an address called "Fit To Be Tied", which will demonstrate the many ways in which scarfs can be introduced into Spring and Summer costumes. Open to Teens. Press welcome. Publicity: Margaret Pierce, LA. 4-7000. | SAKS 34TH STREET | B'WAY AT 34TH STREET<br>GIRLS' SHOP, 2ND FL. |

### WEEK BEGINNING MONDAY, MARCH 23, 1942

|   |   |  |  |
|---|---|--|--|
| Now<br>Showing  | NEW SUMMER COLLECTION   | HANNAH TROY INC.                               | 530 SEVENTH AVENUE                             |
| Now<br>Showing  | COMPLETE SUMMER COLLECTION<br>Specially priced to meet value-requirements of the times and with "innovations in design, fabric and color". No appointment necessary. Contact: Samuel Zahn, LA. 4-7100.  | INTERNATIONAL DRESS COMPANY                    | 1400 BROADWAY                                  |
| Monday<br>March 23<br>10:00 A.M.                            | PRESS BREAKFAST PRE-VIEW: HAT COLLECTION<br>Miss Adams does Custom-Order Hats at Retail, and also makes models for the Trade. Breakfast Preview by invitation. Contact: Helène Adams, EL. 5-8526.   | HELENE ADAMS                                   | 21 EAST 55TH STREET                            |
| Monday<br>March 23<br>10:30 A.M.<br>& 2:30 P.M.             | ANNUAL SPRING LEATHER SHOW & STYLE CONFERENCE<br>Spring Leather Show and Shoe Style Conference, staged jointly by Tanners' Council and National Shoe Retailers' Association. Schedule of events:  | TANNERS' COUNCIL & NAT'L SHOE RETAILERS ASSOC. | WALDORF ASTORIA HOTEL<br>PARK AVE. AT 50TH ST. |
| Tuesday<br>March 24<br>10:30 A.M.<br>10:00 A.M.<br>& 2 P.M. | <u>MONDAY, MARCH 23RD</u><br>10:30 A.M. Formal Opening of Style Conference - Starlight Roof - 18th Fl.<br>After addresses by Harold F. Volk, Pres. N.S.R.A.; Merrill A. Watson, Exec. V.P., Tanners' Council and M.L. Chandross, O.P.A., Mrs. Hortense M. Odum, Chairm. of Board, Bonwit Teller, will address audience on "The War and the Retail Store"; and Miss Eleanor Scully, Shoe Fashion Ed., Vogue, will present "Fashion on a War Footing".<br>2:30 P.M. Men's Shoe Style Committee Meeting - Jade Room - 3rd Floor.<br><u>TUESDAY, MARCH 24TH</u><br>10:00 A.M. Children's Shoe Style Committee Meeting - Jade Room - 3rd Fl.<br>2:00 P.M. Women's Shoe Style Committee Meeting - Jade Room - 3rd Floor.<br>Grand Ballroom will house Tanners' Council showing of American Leathers for Fall and Winter, 1942-3. Contact: Mr. J. L. Nelson for Tanners' Council, BE. 3-0494; and Mr. Lee Langston for N.S.R.A., AS. 4-9515. |  |  |



| <u>DATE</u>                                  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                            | <u>WHERE</u>                            |
|--|---|--|---|
| Monday<br>March 23<br>12:30 P.M.<br>Luncheon | VICTORY GARDEN IN-<br>AUGURAL LUNCHEON<br>A program of Victory Garden Courses, co-sponsored by L. Bamberger & Co., and Rutgers University College of Agriculture and Agricultural Experiment Station, will be introduced and outlined at luncheon in the Newark Store on Monday. Program provides short courses in gardening and allied subjects to be given by Rutgers University at Bamberger's every Tuesday, beginning March 24th through April 28th, from 11 to 3 with a break for lunch. Courses open to all. Registration fee, \$2.00. Members of Rutgers faculty will be speakers and guests at introductory luncheon which is strictly by invitation to selected customers and members of the Press. Publicity: Nan Findlow, MA. 2-1212, Newark. | RUTGERS UNIVERSITY<br>& L. BAMBERGER & CO. | 131 MARKET STREET<br>NEWARK, 10TH FLOOR |
| Monday<br>March 23-<br>March 24              | ANNUAL KNIT OUTER-<br>WEAR CONVENTION<br>Theme of sessions will revolve around "Knit Outer-Wear in a War Economy". Climax of convention will be Victory Banquet, Tues. evening, Mar. 24th. General Clifford L. Corbin, Asst. Quartermaster General of the United States Army, Chief of Supply Division, will be banquet speaker. Luncheon forum will be addressed by Major Steadman of Phila. Quartermaster Depot on subject: "The Government Buys Knitwear". Admission to convention sessions open to members of Trade without charge. Banquet tickets, \$6.50 each from Mr. Michaelson, National Knit Outer-Wear Association, 386 Fourth Avenue, AS. 4-7520.  | NATIONAL KNIT OUTER-<br>WEAR ASSOCIATION   | HOTEL ASTOR<br>B'WAY AT 45TH ST.        |
| Tuesday<br>March 24<br>1:00 P.M.<br>Luncheon | RITZ LUNCHEON<br>FASHION SHOW<br>The Tailored Woman will present Easter Fashions during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publicity: Belle Gillis, PL. 5-2500. Ritz Publicity: Marion Morrison, PL. 3-4600.   | TAILORED WOMAN<br>(742 FIFTH AVE.)         | RITZ CARLTON HOTEL<br>OVAL ROOM         |
| Tuesday<br>March 24<br>1:00 P.M.<br>Luncheon | LUNCHEON<br>FASHION SHOW<br>The same S. Lange who delighted the Fashion Press recently with his own fresh approach to millinery, will present his new Collection of Custom-Made clothes, complemented by his original hats. Open to public. Luncheon, \$2. Press by invitation. Publicity: Rosemary Sheehan, PL. 8-1390. St. Regis Publicity: Jane Hunter, PL. 3-4500.  | S. LANGE, INC.<br>(20 EAST 57TH ST.)       | ST. REGIS HOTEL<br>IRIDIUM ROOM         |
| Tuesday<br>March 24<br>1:00 P.M.<br>Luncheon | SPRING LUNCHEON<br>FASHION SHOW<br>Hertha May will present a review of Spring Fashions during luncheon in the Trianon Room at the Ambassador. Open to public. Luncheon, \$1.50. Press by invitation. Publicity: Corinne Buchanan, WI. 2-1000.   | HERTHA MAY, INC.<br>(15 EAST 56TH ST.)     | AMBASSADOR HOTEL<br>TRIANON ROOM        |
| Tuesday<br>March 24<br>1:00 P.M.<br>Luncheon | BENEFIT LUNCHEON<br>FASHION SHOW<br>"War Time Hats and Hair-Do's" will be the theme of a benefit luncheon fashion show presented at Le Coq Rouge by the American Friends of Norway. Hat Exhibitors include: Hattie Carnegie, Florence Reichman, Helen Liebert, Madame Pauline, Knox, and Dobbs. Hats will complement specially created coiffures by Jacques of the Ogilvie Sisters. Hat-presentation will include service caps of the A.W.V.S. and the O.C.D. Distinguished Norwegians will appear in native costumes and members of the A.W.V.S. are contributing their services as models. Open to public. Luncheon, \$1.25. Publicity: Mrs. Monty Snowden, PL. 3-8887.   | AMERICAN FRIENDS<br>OF NORWAY              | LE COQ ROUGE<br>65 EAST 56TH STREET     |



| <u>DATE</u>   | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                          | <u>WHERE</u>                                    |
|---|---|--|---|
| Tuesday<br>March 24<br>2:30 P.M.  | REVIEW OF "SPRING<br>HATS AND HAIR-DO'S"<br>Altman will present the last word on "Spring Hats and Hair-Do's" to members of the Fashion and Beauty Press and Altman customers, at a fashion show in the Charleston Garden. Publicity: Faith Willcox, MU. 9-7000.   | B. ALTMAN                                | FIFTH AVE. AT 34TH ST.<br>CHARLESTON GARDEN     |
| Tuesday<br>Evening<br>March 24<br>8:15 P.M.                                       | METROPOLITAN MUSEUM<br>TELEVISION PROGRAM<br>"Togas and Tempests" will be subject of weekly Television program presented by Metropolitan Museum of Art, based on the Museum's "Arts of the Americas" Collections. Mr. Edwin L.M. Taggart of Museum Staff will present program. Related program for children will be presented on preceding Thurs., at 2:45 P.M. C.B.S. Television Publicity: Wil Marcus, WI. 2-2000.  | METROPOLITAN MUSEUM<br>OF ART & C.B.S.   | TELEVISION STATION<br>WCBW (15 VANDERBILT AVE.) |
| Wednesday<br>March 25<br>Through<br>March 28<br>Inclusive.<br>All-day<br>Sessions | EXHIBIT: "40 YEARS<br>OF FASHIONS"<br>One of the interesting features of the Eastern Art Associations Convention at the Hotel Pennsylvania will be an exhibit, "40 Years of Fashions", showing costumes dating back to 1900. Exhibit will also illustrate procedure of dress designers in creating new fashions from museum pieces. Convention open to Teachers and Supervisors of Art Schools, for purpose of discussing questions pertaining to art and education. Admission gratis to members; \$3 to non-members; \$1.50 to associate members; \$1 to students. For further information, Mr. Raymond P. Ensign, MU. 4-1139. | FASHION ART DESIGN<br>SCHOOL             | EASTERN ART ASSOC. CONV.<br>HOTEL PENNSYLVANIA  |
| Wednesday<br>March 25<br>1:00 P.M.<br>Luncheon                                    | SERT ROOM LUNCH-<br>EON FASHION SHOW<br>Belle Sutton Originals designed exclusively for Town & Travel Wear of the Waldorf, will be presented during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Ted Saucier, EL. 5-3000.  | TOWN & TRAVEL WEAR<br>OF THE WALDORF     | WALDORF ASTORIA HOTEL<br>PARK AVE. AT 50TH ST.  |
| Thursday<br>March 26<br>8:45 A.M.   | RADIO FASHION<br>INTERVIEW<br>Adelaide Hawley, Women's Ed., M.G.M. newsreel, will interview Maud G. Moody, Millinery Fashion Editor, Women's Wear Daily, on her early morning program devoted to news for women and subjects of interest to women. We think it's quite safe to assume that the interview will have something to do with Easter Hats. Tune in on WABC (860 on dial) to find out.   | ADELAIDE HAWLEY &<br>MAUD MOODY          | STATION WABC                                    |
| Thursday<br>March 26<br>1:00 P.M.<br>Luncheon                                     | EASTER FASHION SHOW<br>IN PERSIAN ROOM<br>Franklin Simon will preview the Easter Scene during luncheon in the Persian Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Publ.: Mrs. Mildred Kaldor, WI. 7-9600. Plaza Publ.: Joseph Ryle, PL. 3-6744.  | FRANKLIN SIMON<br>(5TH AVE. AT 38TH ST.) | PLAZA HOTEL<br>5TH AVE. AT 58TH STREET          |
| Thursday<br>March 26<br>1:00 P.M.<br>Luncheon                                     | "EASTER PARADE"<br>FASHION SHOW<br>Joseph Whitehead (36 W. 47th St.) will present "Easter Parade" Fashions garnished with Easter Hats and Accessories by Lilly Daché (78 E. 56th St.), and Easter Corsages by Judith's Garden (515 Madison Ave.). Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.  | JOSEPH WHITEHEAD<br>AND LILLY DACHÉ      | PIERRE HOTEL<br>5TH AVE. AT 61ST STREET         |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                        | <u>WHERE</u>                                     |
|--|--|--|--|
| Thursday<br>March 26<br>3:00 P.M.<br>(Note<br>change<br>of date) | GARDEN FASHION<br>SHOW<br>Gimbel's will present a gala garden fashion show introducing ideal garden-<br>ing costumes and country sports clothes. Mr. Eld Seymour, Ed. of<br>"American Home", will talk on "How to Plant a Defense Garden". Open to<br>country gardeners, Manhattan window-box gardeners and members of the<br>Fashion and Home Furnishings Press. Publicity: Marjorie Howard, PE. 6-<br>5100.  | GIMBEL BROTHERS                        | BROADWAY AT 33RD ST.                             |
| Thursday<br>March 26<br>8:00 P.M.                                | FASHION SHOW<br>AND TALK<br>"The Home Front in Clothes and Make-Up" will be the topic of an illus-<br>trated lecture given by Mrs. Mildred Kaldor, Publicity Director, Franklin<br>Simon, to members of the Allerton Social Club. Mrs. Kaldor's talk will<br>be dramatized with fashions from Franklin Simon and a beauty demonstra-<br>tion by Dorothy Gray. Press welcome. Contact: Peggy Sanderson, CA. 5-<br>3700.   | MRS. MILDRED KALDOR,<br>FRANKLIN SIMON | MIDSTON HOUSE<br>22 EAST 38TH STREET             |
| Saturday<br>March 28<br>1:00 P.M.<br>Luncheon                    | BENEFIT LUNCHEON<br>FASHION SHOW<br>Vera Maxwell designs created in British Fabrics will be the highspot of<br>benefit luncheon Fashion Show given by N.Y. Infirmary for Women & Children.<br>June Hamilton Rhodes, Bureau of Fashion Trends, will direct and coordinate<br>the presentation, acting as fashion commentator. Open to public. Lunch-<br>eon, \$3.15 (incl. tax). Press by invitation only. Publicity: Bureau of<br>Fashion Trends, WI. 7-7476.  | N.Y. INFIRMARY FOR<br>WOMEN & CHILDREN | PIERRE HOTEL<br>BALLROOM                         |
| Monday<br>March 30<br>11:00 A.M.                                 | PRESS PREVIEW: ADVANCE<br>FUR FASHIONS<br>Gunther's will preview "Advance Fur Fashions for Easter and the Spring and<br>Summer to Follow", for members of the Fashion Press. By invitation.<br>Publicity: Viola Shefer, PL. 3-2117.  | GUNTHER'S                              | 666 FIFTH AVENUE                                 |
| Tuesday<br>March 31<br>1:00 P.M.<br>Luncheon                     | RITZ LUNCHEON<br>FASHION SHOW<br>Walter Florell will present Easter Hats during the Pre-Easter Luncheon<br>Fashion Show in the Oval Room. Open to public. Luncheon, \$2. Press by<br>invitation. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Publicity:<br>Marion Morrison, PL. 3-4600.   | WALTER FLORELL<br>(29 EAST 53RD ST.)   | RITZ CARLTON HOTEL<br>OVAL ROOM                  |
| Tuesday<br>March 31<br>5:00 P.M.                                 | PRESS PREVIEW: NEW<br>"BATH LUXURY LINE"<br>Charles of the Ritz will introduce a new bath luxury line, "Spring Rain",<br>to members of the Fashion and Beauty Press at tea-time in Altman's<br>Charleston Garden. Introductory tableaux promptly at 5:30 P.M. Pub-<br>licity: Mercedes Von Bredow, SP. 7-1750.   | CHARLES OF THE RITZ                    | B. ALTMAN'S CHARLESTON<br>GARDEN, 5TH AVE. AT 34 |
| Wednesday<br>April 1<br>through<br>April 25                      | RENOIR BENEFIT<br>EXHIBIT<br>An exhibit entitled "Renoir After 1900", including the great French artist's<br>paintings since the turn of the century, many of them museum pieces lent to<br>the Durand-Ruel Galleries for this occasion, will open on April 1, to raise<br>money for the Homeless Children's Fund of the Children's Aid Society. Ad-<br>mission on Wed., April 1st, gala day, \$2. Admission thereafter through<br>April 25th, 50¢. All proceeds to Children's Aid Society. Press welcome.<br>Contact Mr. Elfers, Durand-Ruel Gallery, PL. 3-7037. | CHILDREN'S AID<br>SOCIETY              | DURAND-RUEL GALLERIES<br>12 EAST 57TH STREET     |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                             | <u>WHERE</u>                                    |
|--|---|---|---|
| Wednesday<br>April 1                                 | NO LUNCHEON FASHION SHOW IN SERT ROOM OF WALDORF ASTORIA DURING HOLY WEEK   |   |   |
| Thursday<br>April 2                                  | NO LUNCHEON FASHION SHOW IN PERSIAN ROOM OF PLAZA DURING HOLY WEEK  |   |   |
| Thursday<br>April 2                                  | NO LUNCHEON FASHION SHOW IN COTILLION ROOM OF PIERRE DURING HOLY WEEK   |   |   |
| Easter<br>Sunday<br>April 5<br>12-5 P.M.             | EASTER SUNDAY BRACER-<br>FASHION BREAKFAST<br>The Madison's Sunday Bracer Breakfast will devote itself to celebrating Easter on April 5th. There's an interesting fashion program cooking, details to be announced next week. Publicity: Mr. Kelly, Asst. Mgr., VO. 5-5000.   | MADISON HOTEL                               | 12 EAST 58TH STREET                             |
| Easter<br>Sunday<br>April 5<br>12 Noon<br>On.....    | EASTER SUNDAY<br>BREAKFAST<br>The Ambassador will serve Easter Sunday Breakfast or Luncheon from Noon on, without benefit of organized fashion program. Luncheons, \$1.50 and \$1.75. Publicity: Corinne Buchanan, WI. 2-2000.  | AMBASSADOR HOTEL                            | PARK AVE. AT 51ST ST.                           |
| Easter<br>Sunday<br>April 5<br>1:00 P.M.<br>Luncheon | ANNUAL "EASTER BONNET<br>AND TOP HAT" LUNCHEON<br>This year's Annual "Easter Bonnet and Top Hat Luncheon" will be a Stage Relief Fund benefit for the underprivileged families of theatrical men in the armed forces. Prizes will as usual be awarded to best-dressed luncheon guests. A men's jury will pass judgment on the ladies' bonnets and a ladies' jury will select the prize-winning gentleman. Outstanding personalities in society, art, music, and the military will be on hand. Open to public. Luncheon, \$3. Press strictly by invitation. Publicity: Lydia Marcus, VO. 5-2800, Ext. 390.   | STAGE RELIEF FUND                           | SHERRY NETHERLAND HOTEL<br>5TH AVE. AT 59TH ST. |
| Monday<br>April 6                                    | INTRODUCING "REAP THE<br>WILD WIND" FASHIONS<br>Adaptations of the original costumes designed by Natalie Visart for Paulette Goddard, star of forthcoming Cecil DeMille technicolor picture, "Reap The Wild Wind", will make their debut at Best's, following Music Hall Premiere of movie on Thursday, March 26th. Participating mfrs. include: Roberta Gowns, Evening Dresses, (530 7th); Bert Schnurer-Cabana, Play Clothes, (1410 B'way); Edward Mackoud, Negligées, (45 E. 30th); Sally Victor, Hats, (18 E. 53rd); and Helitzer, Blouses, (525 7th). For further information, tie-ins, etc., contact: Helen Gardner, Modern Merchandising Bur., MU. 2-4949. | BEST & COMPANY                              | 5TH AVE. AT 35TH ST.                            |
| Tuesday<br>April 7<br>1:00 P.M.<br>Luncheon          | RITZ LUNCHEON<br>FASHION SHOW<br>Nelson-Hickson will be fashion exhibitor during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Marion Morrison, PL. 3-4600.   | NELSON-HICKSON INC.<br>(9 WEST 57TH STREET) | RITZ CARLTON HOTEL<br>OVAL ROOM                 |
| Wednesday<br>April 8                                 | TENTATIVE OPENING<br>DATE OF CIRCUS   | RINGLING BROS.,<br>BARNUM & BAILEY          | MADISON SQ. GARDEN<br>8TH AVE. AT 50TH ST.      |
| Wednesday<br>April 8<br>4:30 P.M.                    | PRESS PREVIEW: NEW<br>BRIGANCE COLLECTION<br>Lord & Taylor will present the new Brigance Collection of Playclothes and Beachwear to members of the Fashion Press. Strictly by invitation. Publicity: Mrs. Eleanor Howard, WI. 7-3300.   | LORD & TAYLOR                               | 5TH AVE. AT 38TH ST.<br>THE BIRD CAGE           |



| <u>DATE</u>  | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                    | <u>WHERE</u>                                   |
|--|--|------------------------------------|--|
| Thursday<br>April 9<br>1:00 P.M.<br>Luncheon   | COTILLION ROOM LUNCH-<br>EON FASHION SHOW<br>Hats by Helène Garnell (515 Madison Ave.) complemented by "Brazilian Gems in Modern Jewels" designed by Nadja Buckley (14 East 75th) will be presented during luncheon in the Cotillion Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Kathleen Moran, RE. 4-5900.  | HELENE GARNELL &<br>NADJA BUCKLEY  | PIERRE HOTEL<br>5TH AVE. AT 51ST ST.           |
| Thursday<br>April 9-<br>Saturday<br>May 9  | OPENING: JAMAICA<br>SPRING RACE MEET<br>Open to public. General admission, \$1.50 (incl. tax), for grand stand. Club House admission, \$4. For further information, MA. 4-1940.  | METROPOLITAN<br>JOCKEY CLUB        | JAMAICA TRACK<br>JAMAICA, LONG ISLAND          |
| Week of<br>April 11-<br>April 18   | UNITED CHINA RELIEF WEEK<br>United China Relief will inaugurate their 1942 drive for funds on April 11th. Entire week will be devoted to great national campaign extending through all social and industrial groups of America. Schedule of events will follow in later issue of FASHION CALENDAR. For further information, tie-ups, etc., consult Kathleen Connor, Mdse. Dir., U.C.R., CI. 5-4100.  |                                    |  |
| Tuesday<br>April 14<br>1:00 P.M.<br>Luncheon   | RITZ LUNCHEON<br>FASHION SHOW<br>Mary Lewis will present a Cotton Fashion Revue during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-4401. Ritz Publ.: Marion Morrison, PL. 3-4600.  | MARY LEWIS<br>(638 FIFTH AVE.)     | RITZ CARLTON HOTEL<br>OVAL ROOM                |
| Tuesday<br>April 14<br>Through<br>April 17<br>(Time<br>Later)                        | 1942 PACKAGING<br>EXPOSITION<br>12th Packaging Exposition and Conference of the American Management Assoc. This year's parley will concentrate on current problems in packaging, including efficient use of existing materials and development of substitutes for materials not available in future. Admission to Exhibits, free. Admission fee for Conference in later issue of FASHION CALENDAR. For further information, Mr. James O. Rice, Ed. American Management Assoc., BR. 9-6055. | AMERICAN MANAGEMENT<br>ASSOCIATION | HOTEL ASTOR<br>B'WAY AT 45TH ST.               |
| Mid-<br>April  | 1ST SHOWING CHILDREN'S<br>FALL COAT LINES<br>Probable opening date of first children's Fall coat lines, early, in effort to prevent delivery tieups.   | CHILDREN'S COAT<br>MANUFACTURERS   | INDIVIDUAL SHOWROOMS                           |
| Wednesday<br>April 15<br>1:00 P.M.<br>Luncheon                                       | SERT ROOM LUNCH-<br>EON FASHION SHOW<br>Henri Bendel will present Spring Fashions during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Bendel Publ.: Frances Anderson, CI. 7-1100. Waldorf Publ.: Ted Saucier, EL. 5-3000.  | HENRI BENDEL<br>(10 WEST 57TH ST.) | WALDORF ASTORIA HOTEL<br>PARK AVE. AT 50TH ST. |
| Beginning<br>April 22<br>Through<br>Month of<br>June<br>(Exact<br>time of<br>Press & | IMPORTANT EXHIBIT:-<br>"RENAISSANCE IN<br>FASHION, 1942"<br>First comprehensive exhibit of contemporary costumes and dress fabrics to be held at Metropolitan Museum of Art. Participating Designers include: Ethel Frankau, Bergdorf Goodman, Chairm. of Committee; Bertha Stern, Henri Bendel; Leslie Morris and Mark Mooring, Bergdorf Goodman, Fira Benenson, Bonwit Teller; Wilson Folmar, Jay Thorpe; Sophie Gimbel, Saks 5th Avenue;<br>(Continued on following page)               | METROPOLITAN<br>MUSEUM OF ART      | 5TH AVE. AT 82ND ST.                           |



| <u>DATE</u>                           | <u>WHAT'S GOING ON</u>   | <u>GIVEN BY</u>                   | <u>WHERE</u>                                |
|---------------------------------------|--|-----------------------------------|---|
| (Continued from preceding page)       |  |                                   |   |
| Members' Previews in later issue.)    | Valentina; Jessie Franklin Turner; Hattie Carnegie; Germaine Monteil; Nettie Rosenstein; and Omar Kiam. Textile Exhibitors, headed by Dr. H.D.W. Smith of the A.M. Tenney Associates, include: S. Stroock; A.D. Juilliard; John Walther; J.P. Stevens; Catoir Silk; Celanese Corp.; Cheney Bros.; American Bemberg; Glendale; Everfast; Haffner Associates; and Sidney Blumenthal. Series of lectures will accompany exhibit, directed by Mr. M.D.C. Crawford, Research Ed., Fairchild Publications. For complete information, contact: Special Publicity: Evelyn Gerstein Associates (Miss Roll) CI. 7-7632.  |                                   |   |
| Tuesday April 28 1:00 P.M. Luncheon   | RITZ LUNCHEON FASHION SHOW   | FRANKLIN SIMON (414 FIFTH AVENUE) | RITZ CARLTON HOTEL OVAL ROOM                |
|                                       | Franklin Simon will present an All-Cotton Fashion Show during luncheon in the Oval Room. Open to public. Luncheon, \$2. Press by invitation. Franklin Simon Publ.: Mrs. Mildred Kaldor, WI. 7-9600. Ritz: Marion Morrison, PL. 3-4600.   |                                   |   |
| Wednesday April 29 1:00 P.M. Luncheon | SERT ROOM LUNCHEON FASHION SHOW  | SAKS 5TH AVENUE (611 5TH AVENUE)  | WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST. |
|                                       | Saks 5th Avenue will present Beach Wear and Play Fashions during luncheon in the Sert Room. Open to public. Luncheon, \$2. Press by invitation. Saks Publ.: Dorothy Harness, PL. 3-4000. Waldorf: Ted Saucier, EL. 5-3000.   |                                   |   |
| Friday May 1                          | CLOSING DATE: CHICAGO TRIBUNE DESIGN CONTEST   | CHICAGO TRIBUNE                   | CHICAGO ILLINOIS                            |
|                                       | The Chicago Tribune's 3rd Annual American Design competition will have for its theme "What Will Women Wear in War Time". Aim of contest: to encourage original American design. Contest open to anyone who has lived in the United States prior to March 1, 1942. Prize awards total \$7,500; 1st prize, \$3,000; 2nd prize, \$2,000; 3rd prize, \$1,000; and 30 prizes of \$50 each. Mrs. Grace Pickering heads committee of judges. Prize-winning garments will be shown either in last week of July or first week of Aug. tieing in with regular Fall openings of Chicago Fashion markets. <u>Designers note:</u> Tribune says "economy and use of easily obtainable simple materials will count heavily in judging". |                                   |   |
| Friday May 1- May 17                  | EXHIBIT: MEXICAN COSTUME SKETCHES  | MUSEUM OF MODERN ART              | YOUNG PEOPLE'S GALLERY 11 WEST 53RD STREET  |
| Preview Thursday Apr. 30 2-6 P.M.     | The Young People's Gallery of the Museum of Modern Art will exhibit a number of original Mexican costume sketches by Carlos Merida, lent by the Art Institute of Chicago. Press and Critics preview of exhibit takes place on preceding day, Thurs., April 30th from 2-6 P.M., by invitation. Publicity: Sara Newmeyer, CI. 5-8900.  |                                   |   |
| Saturday May 2                        | 68TH RUNNING OF KENTUCKY DERBY   |                                   | CHURCHILL DOWNS LOUISVILLE, KENTUCKY        |
| Sunday May 3- May 6                   | OPENING OF FALL SHOE LINES   |                                   |   |
|                                       | N.Y. QUALITY MFRS. ....  |                                   | VANDERBILT HOTEL                            |
|                                       | ST. LOUIS MFRS. ....   |                                   | PENNSYLVANIA HOTEL                          |
|                                       | OTHER OUT-OF-TOWN MFRS. ....   |                                   | McALPIN HOTEL                               |
|                                       | VOLUME SHOE MFRS. ....   |                                   | NEW YORKER HOTEL                            |



| <u>DATE</u>                           | <u>WHAT'S GOING ON</u>  | <u>GIVEN BY</u>                  | <u>WHERE</u>  |
|---------------------------------------|---|----------------------------------|---|
| Sunday<br>May 10                      | <b>MOTHER'S DAY</b><br>Theme: "Hats Off To Mother!" Promotional material for windows, interior displays, packages, counter cards, as well as four-color reproductions of official Mother's Day poster painted by Lt. Comm. McClelland Barclay, U.S.N.R., from National Committee on Observance of Mother's Day, 393 7th Ave., or Grey Adv. Ag., 166 W. 32nd St. There is a nominal charge to retailers and manufacturers for this material. Publicity: Grey Adv. Ag., CH. 4-3900. |                                  |   |
| Monday<br>May 11<br>Through<br>June 6 | <b>BELMONT SPRING RACE MEET</b><br>General admission (grand stand) \$1.50 (incl. tax). Fashion Publicity: Joan Becker, WI. 2-4996.  | <b>WESTCHESTER RACING ASSOC.</b> | <b>BELMONT PARK ELMONT, LONG ISLAND</b><br>Club House, \$4. |

### HOME FURNISHINGS CALENDAR

|   |   |                              |   |
|---|---|------------------------------|---|
| Beginning<br>Tuesday<br>April 7               | <b>BIENNIAL EXHIBIT OF BOOKMAKING</b><br>Biennial exhibit of members' work, including book-binding, illuminating, and all related book-crafts. Examples of work from all over country. Contact: Denise Abbey, WI. 2-6055.   | <b>GUILD OF BOOK WORKERS</b> | <b>DECORATOR'S CLUB</b><br>745 FIFTH AVENUE |
| Tuesday<br>April 14<br>12:30 P.M.<br>Luncheon | <b>LUNCHEON DEBUT OF NEW RUSSIAN COOK BOOK</b><br>A new "Russian Cook Book for American Homes" will make its debut at a Woman's Luncheon in New York which will be addressed by Mrs. Roosevelt, Madame Litvinov, and Margaret Webster. This gaily illustrated book, edited by Gaynor Maddox, food columnist and magazine writer, will contain 250 recipes for Russian dishes, written in terms of American ingredients and American cooking habits. Many are favorite recipes of such notables as Mme. Maxim Litvinov, Mrs. Franklin D. Roosevelt, Dr. Sergei Koussevitsky, Prince Chavchavadze and others. Cost of book, \$1. Proceeds to R.W.R., for medicine, surgical instruments, food and clothing. Tickets for luncheon from R.W.R. headquarters, 535 5th Ave. Admission, \$3. R.W.R. Publ.: VA. 6-3203. |                              |   |
| Beginning<br>Sunday<br>April 19               | <b>THREE BIG SPRING FURNITURE MARKETS</b><br><u>APRIL 19, JAMESTOWN--APRIL 21, GRAND RAPIDS--APRIL 27, CHICAGO</u><br>Furniture industry will go "all out" for Defense Housing Lines.   |                              |   |
| Wednesday<br>April 22-<br>July 19             | <b>EXHIBIT: WAR-TIME HOUSING</b><br>Exhibit arranged by Museum of Modern Art in collaboration with National Committee on Housing Emergency, to show dramatically why adequate housing is necessary to help America win the war. Exhibit presents new methods for producing such housing with maximum speed and economy, according to best modern design. Preview date in later issue. Publ.: Sara Newmeyer, CI.5-8900.  | <b>MUSEUM OF MODERN ART</b>  | <b>11 WEST 53RD STREET</b>                  |

### DATES AHEAD

|         |                                |
|---------|--------------------------------|
| Mar. 21 | 1ST DAY OF SPRING (Saturday)   |
| Mar. 29 | PALM SUNDAY                    |
| Apr. 2  | 1ST DAY OF PASSOVER (Thursday) |
| Apr. 5  | EASTER SUNDAY                  |
| Apr. 6  | ARMY DAY (Monday)              |
| Apr. 14 | PAN-AMERICAN DAY (Tuesday)     |
| May 10  | MOTHER'S DAY (Sunday)          |
| May 30  | MEMORIAL DAY (Saturday)        |
| June 21 | FATHER'S DAY (Sunday)          |

### RED LETTER WEEKS

|             |                        |
|-------------|------------------------|
| Mar. 28-4/4 | NATIONAL BASEBALL WEEK |
| Apr. 1-7    | CONSERVATION WEEK      |
| Apr. 11-19  | AMERICA'S HOME WEEK    |
| Apr. 16-25  | NATIONAL HARDWARE WEEK |
| Apr. 20-25  | NATIONAL NOTION WEEK   |
| Apr. 26-5/2 | NATIONAL BABY WEEK     |
| May 3-10    | NATIONAL MUSIC WEEK    |
| May 15-23   | NATIONAL COTTON WEEK   |
| May 23-30   | NATIONAL TENNIS WEEK   |



# MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Wednesday  
March 25  
10:15 P.M. CELANESE'S "GREAT MOMENTS IN MUSIC" WABC - COLUMBIA NETWORK  
Massenet's "Manon" will be sung by Jean Tennyson, soprano, and Jan Peerce, tenor of the Celanese Opera Company. George Sebastian will conduct the Symphony orchestra. Publicity: Bureau of Industrial Service, AS. 4-8400.

Thursday  
March 26 PREMIERE: "REAP THE WILD WIND" (Cinema) RADIO CITY MUSIC HALL, 6TH AT 50  
Paramount picture starring Paulette Goddard, directed by Cecil B. DeMille. Costumes designed for Miss Goddard by Natalie Visart have been adapted in crisp, young cottons and will be on sale at Best's. Paramount Publicity: Miss Brenon, CH. 4-7040.

Thursday  
March 26- PREMIERE: "SAINTS ALIVE" HOTEL ASTOR, B'WAY AT 45TH  
Annual Columbia University show highlighting the traditional "brawny ballet". Open to public. Admission, \$2.75 and \$3.30. Tickets from Columbia University, Varsity Show. Contact: Mr. Hubbard, UN. 4-3200.

Thursday  
March 26 PREMIERE: "THE LADY IS WILLING" (Cinema) CAPITOL THEATRE, B'WAY AT 51ST  
Columbia Picture starring Marlene Dietrich and Fred MacMurray. Gowns by Irene; Hats by John Fredericks; and Jewels by Paul Flato. Columbia Publicity: Hortense Schorr, BR. 9-7900.

Friday  
March 27 PREMIERE: "MALE ANIMAL" (Cinema) STRAND THEATRE, B'WAY AT 47TH ST.  
Warner Brothers picture starring Olivia de Havilland and Henry Fonda. Clothes by Howard Shoup. Publicity: Eve Seigel, CI. 6-1000.

Tuesday  
March 31 PREMIERE: "THE MOON IS DOWN" MARTIN BECK THEATRE, 302 W. 45TH  
Dramatization of John Steinbeck novel, produced by Oscar Serlin with Ralph Morgan, Otto Kruger, Whitford Kane and Joseph Sweeney in cast. Costumes supervised by Rose Bogdanof. Publicity: Harry Forwood, CI. 5-6371.

Wednesday  
April 1 NEW SHOW IN RAINBOW ROOM ROCKEFELLER CENTER  
Leo Reisman, one of country's best-known orchestra leaders, begins engagement at Rainbow Room. New show will feature Helen Tamiris, famous modern dancer, assisted by company including Ida Soyer and Daniel Nagrin; Mimi Benzell and Leon Lischener, vocalists, and Genevieve Pitot, pianist and musical director. Publicity: Ed. Seay, CI. 5-9000.

Monday  
April 6 BENEFIT PREVIEW: "WITHOUT LOVE" SHUBERT THEATRE, 225 W. 44TH ST.  
A.W.V.S. Benefit Preview of Philip Barry comedy, presented by Theatre Guild with Katharine Hepburn and Elliott Nugent. Miss Hepburn's costumes by Valentina. Setting by Robert Edmond Jones. Tickets from Burden Littel Bureau, Bonwit Teller. Public opening Wed., April 8th. Publicity: J. Heidt, CO. 5-0024.

Monday  
April 6 PREMIERE: "MY DEAR PUBLIC" BROADHURST THEATRE, 235 WEST 44TH  
Musical comedy by Irving Caesar and Charles Gottesfeld. Cast includes Mitzi Green, John Buckmaster, Tamara, Joe Smith, Charles Dale and Cora Witherspoon. Costumes by Lucinda Ballard. Publ.: Nat Dorfman, ME. 3-0858.

Monday  
April 6 TWO WEEK-SEASON OF BALLET AT METROPOLITAN OPERA COMPANY, B'WAY AT 39TH ST.  
For the first time, 2 major ballet companies, the Ballet Russe de Monte Carlo and the Ballet Theatre, both under Hurok Management, will share a two weeks season at the Met. Over 35 ballets will be offered by both companies including some N.Y. and some world premières of new ballets. Leading ballet stars will participate. Schedule: Ballet Theatre opens bill with "Les Sylphides", "Russian Soldier" (N.Y. premiere of Fokine's latest work based on Prokofieff's "Lt. Kije") and "Bluebeard". Publicity: Gerald Goode, CI. 5-6371.

Sunday  
April 12 PERFORMANCE OF GUSTAV MAHLER'S "EIGHTH SYMPHONY" CENTER THEATRE  
400 assisting artists and musicians will be heard in this concert, which marks first time the Mahler Symphony has been performed locally in 26 years. The Radio City Symphony Orchestra will be conducted by Erno Rapée. Tickets, 55¢ and up. Music Hall Publicity Department, CI. 6-4600.